

## Comparative Advantages of Territories – the Residents' View

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### **Abstract**

Territories just like any other entity are “on the market” competing between each other on different levels depending on the stakeholders they are interested in attracting or keeping satisfied. In regards to the residents of the territory they usually compare the provided levels of quality of life, security, medical services provided, educational services, job opportunities, rates of payment for labor, purchasing power of average wages, entrepreneurship opportunities, cultural and social events and so on. No matter what the specific reason for competition territories are under a constantly growing competitive pressure. To strive in these conditions, they need to use their comparative advantages in order to build their competitiveness. Comparative advantages however are not always easily identified as various stakeholders of a territory see different characteristics as advantages. In order to comprehensively list all of them the territory needs to research the opinion of all diverse stakeholders since they are attracted by the territory for different reasons. The view of the local residents is important as they are a vital part of the community and their satisfaction with the territory they live on is a source of building a stronger community and overall competitiveness over similar territories. The present paper discusses the view of the residents of Varna municipality in Bulgaria on what comparative advantages the territory has if they are used in the best way possible, if they are effectively and efficiently utilized, and if they can be used to build its competitiveness for the people living there.

**Keywords:** comparative advantages, territories, stakeholders.

**JEL classification:** M31.

### **1. Introduction**

Territories nowadays are competing between each other just like any other entity for resources locally and globally. They are trying to attract not only visitors and finances like investments and local and national budgets but are also competing for being an appealing place to live and do business in. Comparative advantages are important for territories because they give them the uniqueness to build advantages over competitors and develop (Tonkova, 2015). Based on the high competition between places, there is a growing need for local organizations to pay more attention to their audiences, which become more comprehensive. Stakeholders are not only residents of the territory and visiting tourists, but also companies operating on the territory, potential investors, visitors to other destinations passing through, and so on. These contact audiences can be divided into internal and external. The internal audiences are composed by the residents of the territory, those working on the territory and companies already operating on the territory. The external audiences consist of people who do not live on the territory, companies that do not work on the territory, investors, visitors and tourists. Separating the audiences is based on the various goals pursued by the territory, in its relationship with each one. For internal audiences the aim is to build high levels satisfaction with the people living on this territory and the businesses operating on it. The aim for external audiences is to create attractiveness - through local government policy, to improve working conditions, to attract investment, to develop tourism, etc. These two strategies are interconnected, i.e. by increasing the satisfaction of internal audiences; the attractiveness to the external ones also increases, thus increasing the value of the territory as a whole.

The competition between territories is based on different factors depending on the stakeholders that the territory is addressing therefore identifying the advantages that the certain group of

stakeholders is looking for is of great importance. Literature review on the topic and previous research has revealed the main comparative advantages that the territory of Varna municipality has according to experts. The purpose of the current article is to acknowledge the opinion of the residents of the area in regards to its development and to check if the priorities set by the experts and the managing organization of the territory actually match the needs of its residents regarding the improvement of their quality of life which is what territory development aims at in the long-run. Since the process of developing a territory is described as a four-staged process which includes attractiveness, competitiveness, growth and development (Lonska, 2013). Lonska (2013) states that the process of territorial development starts with attraction and retention of capital, which is necessary for making the area attractive. It then helps attract competitive resources to the area. The territory gets competitive, when the attracted competitive resources become competitive advantages of the area and the next stage of the process of territorial development is achieved. Optimal and productive usage of these resources leads to the growth of the territory. Growth of the territory accumulates, enhances and improves present resources with the aim to achieve improvement of citizens' general life well-being, which is the final target of the process of territorial development.

## 2. Comparative advantages for territories

According to Kotler (1993), territorial marketing must support and facilitate the solution of the problems of the territory in different ways. It pays special attention to strategic planning that needs to be carried out jointly with residents, businesses and local authorities in the area. He argues that the purpose of territorial marketing is to increase the capacity of the community in the area to adapt to changes in the market and to increase its vitality. Among the main tasks of territorial marketing according to Kotler are research and diagnosis of the state of the community, its main problems, the reasons for their occurrence, developing a vision for solving these problems on the basis of a realistic assessment of the values of the community, its resources and capabilities, developing a long-term, step-by-step plan for community investment and transformations. The focus according to Kotler should be on:

- Orientation of basic services and infrastructure solutions to meeting the needs of the three most important target groups of the territory - residents, businesses and guests;
- Creation of new positive characteristics of the territory in terms of quality of life and entrepreneurship with the support of the community to attract new investors and new businesses.
- Communicating and promoting the development of new positive features, improving the quality of life and the image of the area as a whole.
- Providing support to people and community leaders to attract new companies, investments and tourist programs.

To implement all of the above comparative advantages of the territory should be used. Comparative advantages or the so-called factors of production like land, labor, natural resources and capital (Porter, 1990) for territories can be found in the specific resources pertaining to the territory – natural resources, historic and special interest sites, production specific to the territory, local crafts and arts, traditional cuisine and customs and so on. Specifically literature review and previous research has determined the following possible features that could bring comparative advantages to territories:

**Table 1. Types of comparative advantages**

Type of comparative advantage:	Possible variations:
Natural resources (Mulec and Wise, 2013)	Geographical position and size of territory; Geological resources; Climate;

	Water resources (rivers, lakes, sea); Landscape Specific flora and fauna; Balneology resources.
Socio-Economic resources (Birnlleitner, 2014)	Economic structure (available production); Socio-demographic structure – population characteristics, migration, professional training, special education; Political and administrative structure – local government, decision-making process.
Infrastructure and available services (Tonkova, 2015)	Transport – public transport, good conditions of highways and local roads, railway and airport availability; Public services like healthcare, security, educational infrastructure, sports and recreational infrastructure; Available amenities – gas, electricity, waste processing, water services.
Cultural and historical resources (Zbuceha, 2014)	Historic sightseeing; Traditions, local crafts and productions (Pustylnick, 2011); Sites layout; Monuments and sights of interest; Events; Entertainment; Guided tours; Specific cuisine; Festivals.
Available sports facilities (Zimmer and Grassmann, 1996)	Water sports and swimming; Aviation; Horseback riding; Walking and cycling trails; Winter sports; Golf; Other sports facilities.
Available accommodation for tourists and visitors (Zimmer and Grassmann, 1996)	Overall capacity of the territory; Distribution of accommodation on the territory; Breakdown of accommodation by types and sizes; Quality and rates of boarding; Camping sites and caravan parking opportunities; Possibilities of farming tourism or rural getaways; Available conference centers; Exhibition halls; Accommodation for conferences and availability of technical services; Diversity of restaurants offering different kinds of meals; Quality and prices of food; Distribution of restaurants on the territory.
Local conditions for setting up and carrying out business operations (Tonkova, 2014)	Local taxes and fees for businesses; Bureaucracy setting for starting and carrying out businesses; Ease of access to local authorities and funds for entrepreneurs; Openness of local policy to cooperation with businesses; Availability of qualified workforce.
Quality of life for local resident (Nuvolati, 2003) (Shafranskaya and Potapov, 2012)	Payment rates of local employers; Fairness of payment and workload; Purchasing power of local wages; Ease of access to local infrastructure for residents – playgrounds, libraries, etc.; Safety and security of life in the local community; Public transport and transport infrastructure; Reliable educational services – kindergartens, schools, universities and so on. High quality of social life opportunities – events, festivals, happenings etc. Dependable medical services offered on the territory. Opportunity for local residents to be part of the local decision-making process of authorities.

Source: Based on literature review

### 3. Research framework

Literature review and previous research has revealed the main comparative advantages related to territories and also the features of the territory of Varna municipality that are considered comparative advantages by the experts in territorial development in the region. The purpose of this article is to find out what the residents of the territory see as comparative advantage and if there are advantages that the experts do not explore to the fullest as related to the residents. To achieve this goal an online survey was conducted among residents of Varna municipality. The survey was constructed based on the literature review and previous research done by the author. It includes the comparative advantages found in the official documents, presented by Varna municipality and takes into account the in-depth interviews conducted with experts in territorial development in the region.

Based on the literature review and the conducted in-depth interviews the residents of Varna region were asked to assess the importance of all comparative advantages pointed out before and also evaluate the extent to which the comparative advantages that are important to them match their needs. Also for each group of resources an open question was left for advantages that residents see as such but are not officially recognized by experts or in the official documents.

The Discussion section offers an assessment of the answers of the residents of Varna municipality as related to the author's previous research and knowledge of the territory's advantages.

The data in this study was collected by using an online survey conducted through <https://docs.google.com/forms/> where only one answer could be sent from each e-mail account. The survey was distributed through social media to registered groups of people from Varna municipality. An English presentation of all questions of the survey can be seen in Appendix 1.

Respondents were selected among local residents of Varna municipality. They were all provided initially with an introduction to the study's purpose and objectives as well as an thorough definition of the term "comparative advantage" as used by the author in her research. Respondents' details are provided in Table 2.

*Table 2. Respondents' details*

Gender	%
Male	44
Female	56
Level of Education	%
Primary school	3
Middle school	0
Secondary school	7
Higher education	90
Occupation	%
Student	3
Working fulltime	79
Working part-time	12
Unemployed	3
Retired	3
Age	%
18-24	3
25-34	36
35-44	31
45-54	18
55-64	12
Over 65	0

Source: Conducted survey

#### 4. Results

The survey has revealed the following results:

- 33% of the respondents state that the quality of life is the most important advantage due to which they live in Varna municipality. 26% - believe that the socio-economic factors are most important, while 18% pick the natural resources.
- Regarding natural resources: the geographical position and the available water resources are picked as the most important comparative advantages of Varna municipality, followed by the climate of the area.
- Comparative advantages that local residents suggest related to natural resources are the opportunities for fishing, the well-developed resorts, nature sights of interests and the availability of different clubs of interest connected with exploring nature.
- 54% of the respondents acknowledge that the available water resources are the most important advantage of Varna municipality. Followed by the geographical position by 36%.
- From the set of socio-economic resources – the access to educational services and available production are put in the top as most important to local residents. Followed by the opportunities for professional development and special training.
- Over 50 % of the respondents have confirmed that the condition of educational services is very satisfying. Followed closely by the condition of special education opportunities and the opportunities for professional development. The political structure and the administrative structure of the municipality of Varna are rated as the two resources in very unsatisfactory condition.
- It was confirmed that the access to educational services and the possibilities for professional development are recognized as the comparative advantages defining the positive image of Varna municipality among its residents according to the survey.
- According to the answers to the survey the most important comparative advantage related to the infrastructure is the availability of the port (33%). Followed by the availability of an airport and the entertainment opportunities (18% each).
- 61% of respondents pointed out that the airport's condition is currently very satisfactory. The condition of the port was rated as very satisfactory by 56%. The condition of local roads is considered very unsatisfactory.
- Respondents state that the comparative advantages related to infrastructure that define the positive image of Varna municipality among its residents are: the availability of an airport (90%); the educational infrastructure (74%); the availability of a port (72%); entertainment opportunities (64%) and the availability of a railroad (62%).
- Respondents suggested the availability of cycling trails and the opportunities for sea transport to be included as comparative advantages related to the infrastructure of the municipality.
- Out of the comparative advantages related to cultural and historical resources the historical sights are pointed out as most important. The second place is shared by the local events and annual festivals.
- All cultural and historic resources have received satisfactory mark for the current condition they are in.
- According to the survey results 28% of the respondents have stated that the positive image of the municipality among its residents is due to the organized annual festivals. Followed by the events organized on the territory.
- The respondents have pointed out the museums and the shared alternative areas can be

considered as comparative advantages related to the cultural and historical resources.

- As far as comparative advantages related to sports infrastructure are concerned – 41 % of the respondents point out the available walking trails as the most important ones. Followed by the available infrastructure to practice water sports by 21 %.
- The available walking trails have been evaluated as very satisfactory. The available infrastructure for swimming, cycling trails, team sports infrastructure and the opportunities to practice dance have also received high marks.
- According to the study the available walking trails and the available swimming infrastructure define the positive image of Varna municipality among its resident.
- The respondents have specified the wide range of climbing walls and the opportunities to practice running as comparative advantages that could be added to the sports infrastructure.
- From the comparative advantages, related to setting up and carrying out a business in Varna municipality, respondents have pointed out the availability of qualified workforce as the most important one (44%) followed by the conditions for setting up a business (36%).
- The conditions for setting up and running a business in Varna municipality have been rated as unsatisfactory. And only the available qualified workforce has been pointed out as an advantage that gives a positive image to the territory.
- The comparative advantages, related to the quality of life, have been put in the following order of importance: dependable medical services (18%), reliable educational services (13%), high quality of social life opportunities (13%), payment rates of local employers (10%) and purchasing power of local wages (10%).
- The condition of the following comparative advantages, related to the quality of life, has been evaluated as very satisfactory: educational level of the population, reliable educational services, workplace safety, fairness of payment and workload. The opportunities of residents to be part of the local decision-taking process and the purchasing power of local wages have been assessed as unsatisfactory.
- According to the respondents the educational level of the local residents, the reliable educational services and the ease of access to the local infrastructure give the positive image of the municipality of Varna.
- The available new form of education offered on the territory like Montessori and Suggestopedia should be considered as comparative advantages, related to the quality of life, according to the respondents.

## 5. Discussion

The results of the survey show clearly that generally even though the managing organization of the territory and the experts in territorial development suggest a wide range of comparative advantages of Varna municipality as related to other similar territories, only specific advantages are important to its residents and influence their decision to live and work on the territory. There is a great number of comparative advantages that are pointed out as very important to the residents and considered as advantages by the experts and the municipality, but are currently in a very unsatisfactory condition. This needs to be addressed by the managing organization of the territory because it could influence the choice of the residents to stay on the territory or move to a different one.

In more details the following conclusions can be made from the current survey results and the previous research:

- The geographical position and the climate of the municipality are rated very highly by local residents and should be considered as a selling point by the managing organization as this is also considered of very high importance for developing the attraction of the area towards tourists and prospective workforce.
- The ideas of the residents for further development of the municipality should be considered and tested if they are of importance to other audiences also and to what extent as they can influence the attractiveness of the territory as a whole.
- As far as comparative advantages related to the socio-economic resources are concerned, residents recognize the available educational opportunities as well as the access to professional and specific training as a very important advantage of the municipality. The previous research has also confirmed the great potential of the local population confirmed by the large numbers of micro enterprises. This is something local authorities should look closely into and support the building of a strong relationship between universities, local businesses and investors. This advantage holds a great potential for the development of the territory as a whole.
- According to the survey results local residents recognize the availability of the airport and the port as very important advantages. They also rank their condition as satisfying or very satisfying. This is in line with the experts' view of development of the municipality. But credit should be given also to the suggestions of local residents for further development of the sea transport and of services related to sea transport in general. These could be of great help for developing the municipality's potential. Special attention should be paid to local roads as they hinder not only local residents' satisfaction levels, but also influence the perception of the tourists and visitors and worsen the working conditions of the businesses in the area.
- The importance of local historic sights, organized events and annual festivals outlined by experts has been confirmed by the survey results. Residents also appreciate the existence of shared spaces as an advantage of the area. Local authorities have it in their power to support such initiatives on a larger scale and in various areas of the municipality as they are currently concentrated in the center of the city.
- Experts suggest that the sports are very important to local government. Significance of sports infrastructure is confirmed by local residents. This is an advantage that requires the local authorities' attention as it is very important to keep the built infrastructure in good condition and also develop and promote the available resources to other stakeholders that might be interested. Climbing walls for example could open a whole new niche of visitors or tourists coming to the area.
- The survey results have confirmed experts' view that the conditions for setting up and running a business in the municipality are very unsatisfactory. Local authorities should pay close attention to this fact since the potential of the area in terms of qualified workforce is great.
- In general the quality of life is considered satisfactory by local residents, which confirms the experts' view on the matter. Attention should be paid by local authorities to the quality of the services that are important to residents and also to the desire of people to take part in the decision-taking process.

## 6. Conclusion

In the present paper the results of a survey among local residents of Varna municipality has been reviewed and they have been matched towards previous studies of experts in the field of territory development in order to discover the comparative advantages of Varna Municipality and the opportunities the area has for growth and enhancement. The research has revealed that

the territory is rich in resources and has the needed prerequisites for the advancement of the quality of life of the residents of the area. The favorable geographical location and natural resources, sea coastline, built infrastructure, employment levels and great economic and human potential create real opportunities for successful and sustainable development of the city and its hinterland. As a major problem with the application of territory marketing is informing the different stakeholders and matching their interests. To reconcile these discrepancies studying the different points of view, needs and requirements is needed together with a thorough research of possible ideas for development. The private efforts of the subjects on the territory are not able to guarantee prosperity and sustainable development (Tonkova, 2012). This defines the need for integrated territorial marketing to coordinate the interests and actions of the various stakeholders. For this purpose, it is recommended to design and organize platforms for the implementation of integrated marketing of territories, in accordance with the interests of the partners, companies, institutions and inhabitants of the territory, to put marketing purposes oriented towards improving the socio-economic conditions, raising the marketing efficiency and communication, positioning of the brand, updating and disclosing marketing strategies for the development of the territory, promotion of significant partnership programs and events. Further research on the topic will define the comparative advantages that the businesses are looking for and try to incorporate them with into those of the residents and the experts in order to come out with a comprehensive idea of where to start the developing plan for the territory in such a way that most stakeholders' interests are taken care of.

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### Appendix 1

1. Please confirm that you are a resident of Varna municipality.  
 Yes
2. Were you born in Varna municipality?  
 Yes  
 No
3. According to you what is the most important advantage of Varna municipality that makes you live there?

Related to natural resources  
 Related to infrastructure and available services  
 Related to sports infrastructure  
 Related to the quality of life

Related to socio-economic structure  
 Related to cultural and historic resources  
 Related to the opportunities for setting up and running a business

4. Please arrange the following comparative advantages, related to natural resources, in order of importance to you:
  - Geographical position
  - Water resources
  - Specific flora and fauna
  - Climate
  - Landscape
  - Balneology resources

5. Please evaluate the condition of the listed comparative advantages related to the natural resources of the municipality of Varna.

	Very unsatisfactory	Unsatisfactory	Good	Very good	I cannot decide
Geographical position					
Climate					
Water resources					
Landscape					
Specific flora and fauna					
Balneology resources					

6. According to you which of the comparative advantages, related to the natural resources define the positive image of Varna municipality among its residents?
  - Geographical position
  - Water resources
  - Specific flora and fauna
  - Climate
  - Landscape
  - Balneology resources
7. Are there comparative advantages, related to natural resources, which were not mentioned here according to you? If yes, please list.

8. According to you what is the most important comparative advantage of Varna municipality, related to natural resources?

- Geographical position
- Water resources
- Specific flora and fauna
- Climate
- Landscape
- Balneology resources

9. Please put the following comparative advantages, related to socio-economic resources, in order of importance to you:

- |   |   |
|---|---|
| Economic structure                            | Available production on the territory       |
| Socio-demographic structure                   | Access to educational services              |
| Opportunities for professional development    | Opportunities for special education         |
| Political structure (decision-taking process) | Administrative structure (local government) |

10. Please evaluate the condition of the listed comparative advantages related to the socio-economic structure of the municipality of Varna.

	Very unsatisfactory	Unsatisfactory	Good	Very good	I cannot decide
Economic structure					
Available production on the territory					
Socio-demographic structure					
Access to educational services					
Opportunities for professional development					
Opportunities for special education					
Political structure (decision-taking process)					
Administrative structure (local government)					

11. Which of these socio-economic comparative advantages define the positive image of Varna municipality among its residents?

- |   |   |
|---|---|
| Economic structure                            | Available production on the territory       |
| Socio-demographic structure                   | Access to educational services              |
| Opportunities for professional development    | Opportunities for special education         |
| Political structure (decision-taking process) | Administrative structure (local government) |

12. Are there comparative advantages, related to the socio-economic structure, which were not mentioned according to you? If yes, please list.

13. According to you which is the most important comparative advantage of Varna municipality, related to socio-economic structure?

- |   |   |
|---|---|
| Economic structure                            | Available production on the territory       |
| Socio-demographic structure                   | Access to educational services              |
| Opportunities for professional development    | Opportunities for special education         |
| Political structure (decision-taking process) | Administrative structure (local government) |

14. Please put the following comparative advantages, related to the infrastructure and the available services of Varna municipality, in order of importance to you:

- |   |                                   |
|---|-----------------------------------|
| Level of development of local public transport          | Condition of local roads          |
| Available highways                                      | Condition of highways             |
| Availability of an airport                              | Availability of railway transport |
| Availability of a port                                  | Available healthcare services     |
| Safety  | Educational infrastructure        |
| Opportunities to practice different sports              | Electricity services condition    |
| Entertainment opportunities (theatre, cinema and so on) | Water services condition          |
| Waste treatment opportunities                           | Possibilities for gasification    |

15. Please evaluate the condition of the listed comparative advantages related to the infrastructure and available services of the municipality of Varna.

	Very unsatisfactory	Unsatisfactory	Good	Very good	I cannot decide
Level of development of local public transport					
Good condition of local roads					
Available highways					
Condition of highways					
Availability of an airport					
Availability of railway transport					
Availability of a port					
Available healthcare services					
Safety					
Educational infrastructure					
Opportunities to practice different sports					
Entertainment opportunities					
Electricity services condition					
Water services condition					
Possibilities for gasification					
Waste treatment opportunities					

16. Which of the comparative advantages, related to the infrastructure and available resources, define the positive image of Varna municipality among its residents?

Level of development of local public transport	Condition of local roads
Available highways	Condition of highways
Availability of an airport	Availability of railway transport
Availability of a port	Available healthcare services
Safety	Educational infrastructure
Opportunities to practice different sports	Electricity services condition
Entertainment opportunities (theatre, cinema and so on)	Water services condition
Waste treatment opportunities	Possibilities for gasification

17. Are there comparative advantages, related to the infrastructure and the available services that are not mentioned? If yes, please list.

18. According to you which is the most important comparative advantage of Varna municipality, related to the infrastructure and available services?

Level of development of local public transport	Condition of local roads
Available highways	Condition of highways
Availability of an airport	Availability of railway transport
Availability of a port	Available healthcare services
Safety	Educational infrastructure
Opportunities to practice different sports	Electricity services condition
Entertainment opportunities (theatre, cinema and so on)	Water services condition
Waste treatment opportunities	Possibilities for gasification

19. Please put the following comparative advantages, related to the cultural and historical resources, in order of importance to you:

Historic sightseeing	Events
Monuments and sights of special interest	Festivals
Opportunities for entertainment	

20. Please evaluate the condition of the listed comparative advantages related to the cultural and historical resources of the municipality of Varna.

	Very unsatisfactory	Unsatisfactory	Good	Very good	I cannot decide
Historic sightseeing					
Monuments and sights of special interest					
Events					
Opportunities for entertainment					
Festivals					

21. Which of the comparative advantages, related to cultural and historical resources define the positive image of Varna municipality among its residents?

Historic sightseeing  
Monuments and sights of special interest  
Opportunities for entertainment

Events  
Festivals

22. Are there comparative advantages, related to cultural and historical resources of Varna municipality that are not mentioned? If yes, please list.

23. Which according to you is the most important comparative advantage related to cultural and historical resources of Varna municipality?

Historic sightseeing  
Monuments and sights of special interest  
Opportunities for entertainment

Events  
Festivals

24. Please put the following comparative advantages, related to the sports infrastructure of Varna municipality in order of importance to you:

Available infrastructure for water sports  
Available infrastructure for swimming  
Available cycling trails  
Available playgrounds  
Available infrastructure for team sports (football, basketball etc.)

Available infrastructure for horseback riding  
Available walking trails  
Opportunities to practice dances  
Available infrastructure to play tennis

25. Please evaluate the condition of the listed comparative advantages related to the sports infrastructure of the municipality of Varna.

	Very unsatisfactory	Unsatisfactory	Good	Very good	I cannot decide
Available infrastructure for water sports					
Available infrastructure for horseback riding					
Available infrastructure for swimming					
Available walking trails					
Available cycling trails					
Available playgrounds					
Opportunities to practice dances					
Available infrastructure for team sports					
Available infrastructure to play tennis					

26. Which of the comparative advantages related to sports infrastructure define the positive image of Varna municipality among its residents?

Available infrastructure for water sports  
Available infrastructure for swimming  
Available cycling trails  
Available playgrounds  
Available infrastructure for team sports (football, basketball etc.)

Available infrastructure for horseback riding  
Available walking trails  
Opportunities to practice dances  
Available infrastructure to play tennis

27. Are there comparative advantages related to sports infrastructure that are not mentioned according to you? If yes, please list.

28. According to you which is the most important comparative advantage of Varna municipality, related to sports infrastructure?

Available infrastructure for water sports  
Available infrastructure for swimming  
Available cycling trails  
Available playgrounds

Available infrastructure for horseback riding  
Available walking trails  
Opportunities to practice dances  
Available infrastructure to play tennis

Available infrastructure for team sports (football, basketball etc.)

29. Please put the following comparative advantages related to the opportunities for setting up and carrying out a business in Varna municipality in order of importance to you:

Bureaucracy setting for starting a business  
 Bureaucracy setting for carrying out a business  
 Ease of access to local authorities and funds for entrepreneurs

Local taxes and fees for businesses  
 Availability of qualified workforce

30. Please evaluate the condition of the listed comparative advantages related to setting up and carrying out a business in the municipality of Varna.

	Very unsatisfactory	Unsatisfactory	Good	Very good	I cannot decide
Bureaucracy setting for starting a business					
Bureaucracy setting for carrying out a business					
Local taxes and fees for businesses					
Ease of access to local authorities and funds for entrepreneurs					
Availability of qualified workforce					

31. Which of the comparative advantages, related to setting up and carrying out a business define the positive image of Varna municipality among its residents?

Bureaucracy setting for starting a business  
 Bureaucracy setting for carrying out a business  
 Ease of access to local authorities and funds for entrepreneurs

Local taxes and fees for businesses  
 Availability of qualified workforce

32. Are there comparative advantages related to the possibilities for setting up and carrying out a business in Varna municipality that are not listed? If yes, please list.

33. According to you which is the most important comparative advantage, related to the opportunities for setting up and carrying out a business in Varna municipality?

Bureaucracy setting for starting a business  
 Bureaucracy setting for carrying out a business  
 Ease of access to local authorities and funds for entrepreneurs

Local taxes and fees for businesses  
 Availability of qualified workforce

34. Please put the following comparative advantages, related to the quality of life in Varna municipality in order of importance to you:

Payment rates of local employers  
 Fairness of payment and workload  
 Good ethics in the workplace  
 Average life expectancy  
 Educational level of the population  
 Ease of access to local infrastructure for residents  
 Safety and security of life in the local community

Purchasing power of local wages  
 Workplace safety  
 Dependable medical services offered  
 Reliable educational services  
 Participation in lifelong learning opportunities  
 High quality of social life opportunities  
 Opportunity to be part of the local decision-making process

35. Please evaluate the condition of the listed comparative advantages related to the quality of life in the municipality of Varna.

	Very unsatisfactory	Unsatisfactory	Good	Very good	I cannot decide
Payment rates of local employers					
Purchasing power of local wages					
Fairness of payment and workload					
Workplace safety					
Good ethics in the workplace					
Dependable medical services					

Reliable educational services					
Educational level of the population					
Participation in lifelong learning opportunities					
Ease of access to local infrastructure for residents					
High quality of social life opportunities					
Safety and security of life in the local community					
Opportunity to be part of the local decision-making process					

36. Which of the comparative advantages, related to the quality of life, define the positive image of Varna municipality among its residents?

Payment rates of local employers  
 Fairness of payment and workload  
 Good ethics in the workplace  
 Average life expectancy  
 Educational level of the population  
 Ease of access to local infrastructure for residents  
 Safety and security of life in the local community

Purchasing power of local wages  
 Workplace safety  
 Dependable medical services offered  
 Reliable educational services  
 Participation in lifelong learning opportunities  
 High quality of social life opportunities  
 Opportunity to be part of the local decision-making process

37. Are there comparative advantages, related to the quality of life in Varna municipality that are not mentioned? If yes, please list.

38. Which according to you is the most important comparative advantage, related to the quality of life in Varna municipality?

Payment rates of local employers  
 Fairness of payment and workload  
 Good ethics in the workplace  
 Average life expectancy  
 Educational level of the population  
 Ease of access to local infrastructure for residents  
 Safety and security of life in the local community

Purchasing power of local wages  
 Workplace safety  
 Dependable medical services offered  
 Reliable educational services  
 Participation in lifelong learning opportunities  
 High quality of social life opportunities  
 Opportunity to be part of the local decision-making process

39. Please specify your gender: Male Female

40. Please specify your level of education: Primary school; Middle school; Secondary school; Higher education

41. Please indicate your occupation at the moment: Student; Working fulltime; Working part-time; Unemployed; Retired

42. Age group: 15-24, 25-34, 35-44, 45-54, 55-64, 65 and older

43. Family status: unmarried, married, divorced, widowed

44. Number of children in the family: I still don't have; 1; 2; 3; More

45. Income: Low (up to 510 leva); Average (510-1020 leva); High (above 1020 leva)